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Bulletin CBD–29

CENTRAL BUSINESS DISTRICT STATISTICS

San Francisco, California

1954 Census of Business

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Volume VI.—**SELECTED SERVICE TRADES, AREA STATISTICS.** United States summary and separate chapters for each State, the District of Columbia, Alaska, and Hawaii, of statistics by counties, cities, and standard metropolitan areas, and by kind of business; with cross classifications by kind of business for standard metropolitan areas and for cities and counties with 200 or more service establishments. (Chapters also are separate reports in bulletin series S–1.)

CENTRAL BUSINESS DISTRICT STATISTICS BULLETINS.—Establishments, sales or receipts, and payroll for retail trade, hotels, and theaters, for the central business district of each of selected large cities with comparable city and standard metropolitan area data.

TRADE BULLETINS.—Primarily a reorganization of business data previously issued for a number of wholesale, service, and retail trades.

SUGGESTED IDENTIFICATION

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INTRODUCTION

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico jointly with the Commonwealth Government.

The 1954 Census of Business covered Retail Trade, Wholesale Trade, and Selected Service Trades. This series of bulletins provides findings for retail trade establishments, hotels, and motion picture theaters in selected central business districts and related cities and standard metropolitan areas. The definition and map of the Central Business District for which data are shown in this bulletin and its relation to the Central City and Standard Metropolitan Area of which it is a part are shown on page 8.

DELINEATION OF THE CENTRAL BUSINESS DISTRICT (CBD)

Because many large cities had no officially defined area representing their "Central Business District," it was necessary for the Bureau of the Census to arrange for the delineation of such districts before a program to tabulate 1954 Census data for them could be implemented. The delineation of Central Business Districts was accomplished with the cooperation of the Census Tract Committees in the large cities included in the Central Business District (CBD) Program. In their work on the CBD's, the Census Tract Committees obtained the representation of a variety of local interests, such as business firms and associations, newspapers, planning agencies, welfare organizations, local governmental bodies, etc.

The objective of the CBD Program was stated, as follows, in a letter from the Director of the Census Bureau to the Tract Committees:

> "The primary objective of this operation is to provide a basis for comparing changes in business activity in the Central Business District with those in the remainder of the metropolitan area or of the central city."

Because there are no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau did not provide rigid specifications for defining the CBD but (1) provided a general characterization of the CBD, describing it as "an area of very high land valuation, an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and 'service' businesses, and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i. e., to consist of one or more whole Census tracts. The emphasis put on tracts was based on the anticipation that other Census statistics than those derived from the 1954 Census of Business would also [eventually] be tabulated for CBD's. It was recognized that tract basis for CBD's might lead to the inclusion of some land area not properly within a strictly defined CBD or to the exclusion of a small portion of what should be in the CBD. It was believed that this limitation generally would not prove to be serious as the difference in area probably would not significantly alter the magnitudes being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant in order to maximize the value of comparisons over time. Although it was recognized that the CBD strictly defined would tend to change over time, it was felt that the inexactitude resulting from the use of fixed boundaries would not prove to be serious.

In some cities where there had been a previously established Central Business District or similar area which substantially corresponded to the Census Bureau's requirements for Central Business Districts, such areas were accepted for use in the Bureau's CBD Program.

KINDS OF BUSINESS COVERED

This bulletin covers all establishments included in Retail Trade, defined in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition) of the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, with two exceptions: (1) milk dealers which, in conformity with a subsequent action of the Bureau of the Budget, have been classified in the manufacturing industries (see Food Stores, below); and (2) nonstore retailers. This bulletin includes, in addition to the previously noted retail trade establishments, hotels, and motion picture theaters, parts of Major Groups 70 and 78 of Volume II of the *Standard Industrial Classification Manual*.

Retail Trade, as defined in the *Standard Industrial Classification Manual*, and as covered in the 1954 Census of Business, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from Retail Trade are places of business operated by membership clubs and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

The "nonstore" type of retail establishment has been classified in the 1954 Census, for the first time, on the basis of its method of selling and isolated from the "store" type. "Nonstore" retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled.

Data for nonstore retailers have been excluded from both the 1948 and 1954 tabulations in this bulletin. Data for this class of retailers, however, are contained in other publications of the 1954 Census of Business, such as the Area Bulletin series (see page 15).

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail and service establishments were divided into two categories—those with any paid employment during 1954, i. e., the "employer" universe and those with no paid employment during 1954, i. e., the "nonemployer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers."—Information for establishments having paid employees and engaged in retail or service trades was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI had not classified by kind of business prior to the mailing of the report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its 1954 Census classification was determined by replies to questions on the Census report form.

Enumeration of "Nonemployers."—This group was defined to include retail and service businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "nonemployer" segment of retail trade, although made up of a large number of establishments, accounted for less than 10 percent of the total retail trade volume. The "nonemployer" segment accounted for about 2 percent of the volume of hotels, and less than 1 percent of the motion picture volume.

COMPARISON OF 1948 AND 1954 CENSUSES

The 1948 and 1954 Business Censuses differed in several respects, which affect to some degree the comparability of data. In the case of some of these differences (items 1, 2, and 3, below) it has been feasible to revise the 1948 data either to put them on a comparable basis with the data for 1954 or at least to minimize noncomparability. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census of Business. The more important differences are as follows:

(1) The 1954 Business Census excludes those retail establishments with no paid employment in 1954 which had a sales volume of less than $2,500 in that year; for the service trades the dollar volume limitation used was $1,000. Previously published results of the 1948 Census excluded establishments which operated the entire year but which had a sales volume of under $500. However, in this series of 1954 Census of Business publications, the 1948 figures have been revised to the same dollar cutoff as used in the 1954 Census. This change was made to help achieve greater comparability between the two Censuses, although it should be recognized that changes in price level which have occurred between 1948 and 1954 have the effect of complicating comparisons between the two Censuses. Use of the same dollar volume cutoff does not take into consideration such changes in price level. However, this situation does not importantly affect a comparison between the two Censuses with respect to the total dollar volume of sales, as establishments in this range constitute an insignificant fraction of sales volume.

(2) The definition of Retail Trade in the 1954 Business Census differs from that of the 1948 and previous Censuses by the exclusion of "milk dealers" (see KIND-OF-BUSINESS CLASSIFICATION, below). The 1948 data shown in this and other 1954 Census of Business publications have been revised to the 1954 basis and will differ in this respect from the results in previously issued 1948 Census of Business publications.

(3) The change in method of enumeration also resulted in the inclusion in the 1954 Business Census of a number of establishments which were in business a part of 1954 but not at the end of 1954. In the 1948 and previous Business Censuses, the coverage of establishments (except for those of large multiunit organizations for which special canvass procedures were used) was substantially limited to places which, at the end of the year, were still in business. In the 1954 Census, however, the inclusion of establishments not in business at the end of the year was possible to the extent that such establishments were included in the active files of the Internal Revenue Service used for mailing list purposes or to the extent that they were identified in the records used for the "nonemployer" universe. In both 1954 and previous Business Censuses, the count of establishments is limited to those in business at the end of the year. Other items of data, however, include figures for part-year establishments not in business at the close of the year.

(4) Comparability of 1948 and 1954 Business Census results also is affected by differences in the items of information collected for kind-of-business classification purposes and in the classification techniques. A description of these differences is provided in the section below, on KIND-OF-BUSINESS CLASSIFICATION.

A special problem in comparability of data from census to census exists because of the use of the establishment as the unit for kind-of-business classification. Although an establishment may change its kind-of-business characteristics gradually, a change in kind-of-business classification is made for the establishment as a whole at a specific point in time. For example, with the addition of appropriate lines of merchandise, an apparel store at some point becomes a department store, or a men's shoe store becomes a family shoe store. When a change in classification is made, the new figures as compared with figures on the old classification basis will show an increase in the new kind of business by the total amount of the establishment's sales and a corresponding decrease in the previous kind of business in which the establishment was classified. Often there are offsetting changes in classification, so that changes between censuses in the amounts shown for various kinds of business are independent of changes in individual establishment classification. However, particularly when the volume of business is growing rapidly and new lines of merchandise are being added, the changes may not be mutually offsetting.

(5) A factor which in some cases may importantly affect kind-of-business comparisons among retail stores was the change made from the 1948 Census practice of consolidating leased departments with the stores in which they were located. In a census conducted by field enumeration methods, it was feasible to identify the reports to be thus consolidated; in the 1954 Business Census, however, the elimination of the field canvass made such consolidation difficult to accomplish. For this reason, in the 1954 Census, each leased department was treated as a separate establishment and was classified in accordance with the kind of business it conducted. For example, in the 1954 tabulations a leased department selling apparel would be classified as an apparel store even though it was located in a department store or in a store classified in some kind of business other than apparel. It also should be noted that in the 1954 classifications, the procedure which separated the leased department from the main store could affect the kind-of-business code assigned to the main store because that code did not take into account the lines of merchandise carried by the leased department. The 1948 figures contained in the 1954 Census of Business publications have not been adjusted to the 1954 basis for leased

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departments. In addition to the material included in KIND-OF-BUSINESS CLASSIFICATION, below, reference should be made to Tables 12K, 12L, and 12M in Volume II of the 1948 Census of Business for an indication of the kinds of business where the change in leased department procedure might have had the greatest effect. Later publications of the 1954 Census of Business will present separate data for leased departments.

(6) One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in total sales and receipts of retail establishments, hotels, and motion picture theaters, whereas they were included in the 1954 Census. The effect of this change varies from State to State depending on whether there was a State sales tax law and on what items the tax law applied. In general the tax is about two or three percent on the items covered. The Federal excise taxes on retail sales, while a higher percentage, were limited to selected items, and generally did not constitute a large fraction of total retail sales. Similar levies on the consumer in the case of motion picture theaters and hotels are included in total receipts. For motion picture theaters this is a significant factor in comparing the 1954 and 1948 receipts data.

CONFIDENTIALITY OF DATA

In accordance with Census law, any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by Census rules, so that this item is shown in instances where other items of information for the same establishments are suppressed.

EXPLANATION OF TERMS

Establishments.—Census of Business figures represent a summary of reports for individual establishments rather than for companies. A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the census was tabulated in accordance with the physical location at which the business was conducted. Although the tabulations of the census are on an establishment rather than ownership basis, in certain tables the establishment figures are grouped into ownership categories. This will be the case in the forthcoming retail trade bulletin "Single Units and Multiunits" and in a planned company statistics bulletin covering company activities in all parts of the 1954 Censuses of Business, Manufactures, and Mineral Industries.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification. However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates. (See COMPARISON OF 1948 AND 1954 CENSUSES, above.)

This bulletin does not include figures for those locations of a multiunit organization which service or are auxiliary to the retail stores, hotels, or motion picture theaters of the organization, such as separate warehouses, administrative offices, etc. Information for this type of unit will be included in later 1954 Census of Business publications. In the 1948 Business Census, figures for such units, where included in the tabulations, were separately identified.

Sales.—Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

For retail stores, the sales figures do not include retail sales made by manufacturing, wholesale, and service establishments, and other establishments whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g. service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, Entire Year.—Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; however, it does *not* include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

KIND-OF-BUSINESS CLASSIFICATION

Each establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as subsequently amended by the Bureau of the Budget for use in the 1954 Census of Business. It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

The techniques used in classifying establishments by kind of business in the 1954 census, as well as the items of information collected for classification purposes, differed from those of the 1948 and earlier Business Censuses. In the earlier Censuses it had been the practice to collect data on sales by merchandise lines from all establishments and establish a classification primarily based on the data so collected. In the 1954 Census a number of factors made it necessary to evolve a classification system based on other information. The system actually used was to ask each establishment to select and check the box which best described its kind of business and to provide a "Yes" or "No" answer with respect to the handling of specific merchandise lines. These questions were supplemented, where practicable, by requesting the establishment to report the percentage of total sales accounted for by certain key lines or commodities. The establishment's designation of its kind of business was accepted as correct, whenever the supporting information on merchandise lines handled (or on percent in specified lines) was consistent with the designation. The inquiries on the various retail forms with respect to merchadise lines handled are shown in the 1954 Census of Business Retail Trade Area Bulletins (Series R–1).

The problem of classification in the 1954 Business Census was somewhat complicated by the fact that establishments similar in character could have received different type census forms on which to report their 1954 businesses. This occurred because the classification information, on which the mailing of forms was based, was not always complete or sufficiently up-to-date in terms of what was needed for the final classification. While each of the report forms required the establishment to designate its kind of business, the supporting information which was requested necessarily varied from form to form. In some cases, this undoubtedly resulted in different classifications being assigned similar establishments.

Because "nonemployers" were not required to prepare 1954 Business Census reports (information for them having been furnished by the Internal Revenue Service from 1954 tax returns) the system described above could not be used in classifying their returns. For the "nonemployers" the only information available for classification was the designation or description of the establishment entered on the tax form by the proprietor.

The difference in information collected and in the method of classifying establishments in the 1954 Business Census, as referred to above, led to some differences in the classification assigned as compared with the one which would have resulted from the previously used system. Although a precise measure of these differences is not available at this time, there is evidence that frequently the differences in the codes assigned tended to offset each other. Known factors which might cause differences in specific kinds of business as compared with past Censuses have been noted in the kind-of-business descriptions below.

A brief description of the major groups of retail kinds of business and of hotels and motion picture theaters follows.

Food Stores.—This group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as "Eating and drinking places" and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Food can be an important line of merchandise in stores other than those classified in a kind of business in the food group. This is particularly the case in "General stores" in the general merchandise group. Because the classifications in the 1954 Business Census forms relied on the establishment's own designation of its kind of business to a greater extent than in the 1948 Census, a shift between food store classifications and "General stores" was possible. A preliminary investigation indicates that this shift was in the direction of an increase in "General stores"; because of the large volume represented by the food group, whatever shift may have occurred would have a much smaller effect on the food group totals.

Shifts in classification between "Candy, nut, confectionery stores" in the food group and "Refreshment stands" in "Eating, drinking places" also could have resulted because of differences between 1948 and 1954 in classification information.

Eating, Drinking Places.—Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as "Drinking places."

The classification "Refreshment stands" in the 1954 Business Census is not comparable with the 1948 Census classification "Lunch counters, refreshment stands" because of the shift of short order eating places (lunch counters) to "Eating places (except refreshment stands)" in the 1954 classification. (See Food Stores, above, for possible shifts between "Candy, nut, confectionery stores" and "Eating places" classifications.)

General Merchandise Group.—This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5–10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line. (See Food Stores, above, for discussion of shifts between "General stores" and stores in the food group.)

Apparel, Accessories Stores.—This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers.—This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group.—This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations.—This group includes establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" that derive the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers.—This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers.

This group includes establishments such as "Lumber yards" and "Building materials dealers" selling primarily to home owners, farmers, builders, general contractors and special trades contractors. In the 1948 Census, establishments of this type which sold primarily to builders and general contractors were classified in Wholesale Trade.

Drug Stores, Proprietary Stores.—This group includes stores which sell drugs or proprietary medicines usually in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise. However, to be classified as a drug store, the establishment must sell prescriptions.

Other Retail Stores.—This group includes establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the census; however, florist shops are included.

Motion Picture Theaters.—This kind of business includes commercially operated theaters primarily engaged in the exhibition of motion pictures.

Hotels.—This kind of business includes commercial establishments known to the public as hotels, primarily engaged in providing lodging, or lodging and meals, to the general public.

San Francisco, California

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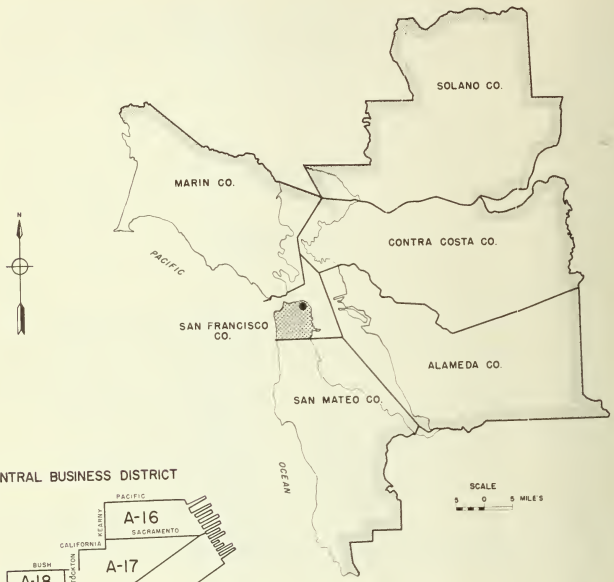
SAN FRANCISCO, CALIFORNIA CENTRAL BUSINESS DISTRICT
SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA



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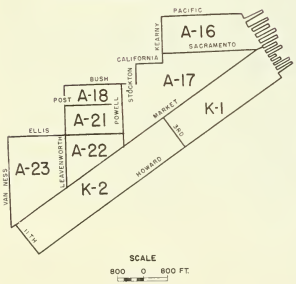

- CENTRAL BUSINESS DISTRICT
- AREA OF CITY
- STANDARD METROPOLITAN AREA
- A-16 TRACT NUMBER

Table 1. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CENTRAL BUSINESS DISTRICT OF SAN FRANCISCO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	2,360	410,336	82,801	2,620	407,597	77,565
Food stores	182	22,125	2,345	184	21,212	1,961
Eating, drinking places	858	78,979	24,623	939	69,911	20,292
Eating places	523	59,553	20,760	559	51,583	15,899
Drinking places	333	19,402	3,863	380	18,328	4,393
General merchandise group	39	114,947	23,439	43	107,663	18,459
Department stores	7	105,418	20,987	7	97,925	16,809
Variety stores	8	7,726	2,192	13	6,518	1,343
General merchandise stores, n.e.c.	24	1,803	260	23	3,220	307
Apparel, accessories stores	369	75,437	13,491	422	83,430	15,063
Shoe stores	58	10,586	1,963	48	11,614	2,143
Men's, boys' clothing and furnishings stores[3]	65	16,296	2,735	75	19,468	3,123
Family clothing stores[3]	12	10,970	1,863	14	12,508	1,589
Women's clothing, specialty stores	115	29,820	5,741	128	32,319	6,665
Ready-to-wear stores[3]	48	26,027	5,181	59	30,335	6,380
All other apparel stores	96	7,163	1,189	129	6,923	1,543
Furniture, home furnishings, appliance dealers	93	30,330	5,275	100	36,683	7,726
Furniture stores[3]	35	19,325	3,695	29	22,569	5,251
Other home furnishings stores[3]	21	4,928	871	35	7,043	1,457
Household appliance, radio, TV stores	25	5,865	709	31	6,301	1,018
Automotive group	33	16,591	1,931	24	17,450	1,734
Passenger car dealers (franchised & nonfranchised)	21	13,750	1,355	12	14,877	1,282
Tire, battery, accessory dealers	11	(D)	(D)	10	(D)	(D)
Other automotive dealers	1	(D)	(D)	2	(D)	(D)
Gasoline service stations	63	6,257	1,254	50	5,987	1,176
Lumber, building materials, hardware, farm equip. dealers	26	2,974	358	26	2,000	249
Hardware stores	11	1,499	181	11	1,130	145
Other	15	1,475	177	15	870	104
Drug stores, proprietary stores	54	10,520	1,624	71	11,602	2,148
Other retail stores[4]	643	52,176	8,461	761	51,659	8,757
Liquor stores	62	5,684	430	83	5,301	344
Jewelry stores	104	11,310	1,723	106	10,045	1,410
Book, stationery stores	61	6,039	1,023	53	5,499	1,140
Sporting goods, bicycle stores	19	2,558	290	10	1,300	195
Florists	24	1,628	342	27	2,218	468
Music stores	19	3,358	215	22	4,711	1,237
Camera, photographic supply stores	19	3,735	479	15	2,501	344
SELECTED SERVICE TRADES						
Hotels	231	32,997	13,602	302	33,506	11,995
Motion picture theaters	23	8,696	1,783	24	7,177	1,457

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 2. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
CITY OF SAN FRANCISCO

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	9,588	1,154,020	170,242	9,845	1,023,713	150,605
Food stores	2,323	257,052	19,579	2,341	213,760	14,563
Eating, drinking places	2,602	167,260	45,446	2,606	143,347	37,143
Eating places	1,640	123,559	37,309	1,537	99,240	28,219
Drinking places	956	43,659	8,137	1,069	44,107	8,924
General merchandise group	230	167,134	31,158	220	146,115	25,359
Department stores	13	145,025	26,916	11	125,161	22,131
Variety stores	101	16,171	3,624	119	14,115	2,636
General merchandise stores, n.e.c.	116	5,938	618	90	6,839	592
Apparel, accessories stores	789	113,449	19,640	946	120,291	20,174
Shoe stores	121	15,354	2,626	119	15,733	2,593
Men's, boys' clothing and furnishings stores[3]	132	22,897	3,544	123	24,282	3,603
Family clothing stores[3]	34	13,727	2,240	37	14,642	1,812
Women's clothing, specialty stores	283	50,938	9,719	356	54,378	10,344
Ready-to-wear stores[3]	118	45,023	8,981	168	50,422	9,935
All other apparel stores	177	9,819	1,511	228	9,529	1,822
Furniture, home furnishings, appliance dealers	546	76,312	11,549	533	74,553	13,053
Furniture stores[3]	133	40,987	7,096	112	42,734	8,291
Other home furnishings stores	111	14,984	2,067	108	12,137	2,452
Household appliance, radio, TV stores	190	18,167	2,386	198	16,817	2,310
Automotive group	225	165,399	17,850	221	133,733	14,142
Passenger car dealers (franchised & nonfranchised)	144	153,978	15,794	146	120,122	11,779
Tire, battery, accessory dealers	61	9,256	1,782	60	10,308	1,794
Other automotive dealers	18	(D)	(D)	15	3,303	569
Gasoline service stations	540	45,682	5,199	543	32,245	3,995
Lumber, building materials, hardware, farm equip. dealers	250	24,638	2,418	248	30,180	3,870
Hardware stores	126	7,472	718	133	7,928	761
Other	124	17,166	1,700	115	22,252	3,109
Drug stores, proprietary stores	299	32,922	4,388	338	31,562	4,470
Other retail stores[4]	1,784	104,172	13,015	1,849	97,927	13,836
Liquor stores	323	26,753	1,437	326	21,614	1,073
Jewelry stores	189	17,024	2,504	198	14,116	1,792
Book, stationery stores	134	9,175	1,407	109	9,474	1,860
Sporting goods, bicycle stores	49	(D)	(D)	51	2,414	286
Florists	119	4,710	821	121	4,500	751
Music stores	59	4,034	514	65	6,034	1,357
Camera, photographic supply stores	32	4,531	541	37	3,290	386
SELECTED SERVICE TRADES						
Hotels	463	48,787	19,066	521	46,596	15,993
Motion picture theaters	72	14,675	3,189	77	14,037	2,508

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 457 such establishments with sales of $18,201.

Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 3. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS: 1954 AND 1948
SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA

Establishments, Sales, and Annual Payroll, by Kind of Business

Kind of business	1954			1948		
	Establishments[1] (Number)	Sales[1] ($1,000)	Payroll, entire year ($1,000)	Establishments (Number)	Sales ($1,000)	Payroll, entire year ($1,000)
RETAIL STORES						
Retail stores, total[2]	25,366	2,958,649	378,568	24,125	2,300,684	296,834
Food stores	5,778	767,719	57,688	5,663	571,955	38,384
Eating, drinking places	5,942	318,891	79,764	5,910	262,663	63,228
Eating places	3,814	225,533	62,797	3,516	172,583	45,587
Drinking places	2,110	93,148	16,967	2,394	90,080	17,641
General merchandise group	779	336,177	56,837	649	(D)	(D)
Department stores	39	252,977	44,552	32	(D)	(D)
Variety stores	431	48,333	8,569	381	36,574	6,066
General merchandise stores, n.e.c.	303	34,607	3,716	236	25,984	2,755
Apparel, accessories stores	1,994	223,085	34,938	2,036	209,226	31,721
Shoe stores	373	38,039	5,749	293	30,319	4,523
Men's, boys' clothing and furnishings stores[3]	286	47,343	7,190	270	45,295	6,348
Family clothing stores[3]	88	25,842	4,023	95	25,709	3,437
Women's clothing, specialty stores	796	93,259	15,606	818	90,108	14,973
Ready-to-wear stores[3]	410	79,751	14,070	450	81,549	14,059
All other apparel stores	369	17,042	2,370	412	14,499	2,440
Furniture, home furnishings, appliance dealers	1,610	194,251	27,622	1,350	152,714	23,808
Furniture stores[3]	400	99,038	15,299	330	93,682	14,723
Other home furnishings stores[3]	282	30,127	4,440	224	19,443	3,563
Household appliance, radio, TV stores	656	59,798	7,883	557	41,381	5,522
Automotive group	1,010	471,767	49,725	925	331,844	35,527
Passenger car dealers (franchised & nonfranchised)	659	435,750	44,606	647	303,818	31,484
Tire, battery, accessory dealers	264	27,872	4,460	211	21,009	3,221
Other automotive dealers	81	(D)	(D)	67	7,017	822
Gasoline service stations	2,173	178,170	17,919	2,036	100,973	10,158
Lumber, building materials, hardware, farm equip. dealers	949	128,542	15,234	845	117,898	15,573
Hardware stores	399	33,479	3,899	381	30,153	3,410
Other	550	95,063	11,335	464	87,745	12,163
Drug stores, proprietary stores	775	94,680	12,303	777	73,017	9,567
Other retail stores[4]	4,356	245,367	26,538	3,934	(D)	(D)
Liquor stores	805	69,182	3,555	781	50,466	2,218
Jewelry stores	439	34,485	5,379	407	28,072	3,398
Book, stationery stores	248	16,544	2,552	183	15,255	2,777
Sporting goods, bicycle stores	199	11,754	1,029	180	6,814	598
Florists	284	9,983	1,502	277	8,209	1,174
Music stores	141	9,423	1,240	144	10,672	1,383
Camera, photographic supply stores	90	8,564	989	101	6,464	739
SELECTED SERVICE TRADES						
Hotels	661	58,000	22,201	765	56,655	18,910
Motion picture theaters	208	31,757	6,747	225	32,488	6,849

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Group totals may include data for establishments without payroll which could not be classified by detailed kind of business.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators). In 1954 there were 1,152 such establishments with sales of $61,698.

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 4. RETAIL STORES AND SELECTED SERVICE ESTABLISHMENTS - PERCENT CHANGE IN SALES, 1948 TO 1954, CENTRAL BUSINESS DISTRICT OF SAN FRANCISCO, THE ENTIRE CITY, AND THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA

Kind of business	Percent change[1]				
	Central Business District	Entire City	City less its Central Business District	Entire Standard Metropolitan Area	Standard Metropolitan Area less Central Business District
RETAIL STORES					
Retail stores, total[2]	0.7	12.7	20.7	28.6	34.6
Food stores	4.3	20.3	22.0	34.2	35.4
Eating, drinking places	13.0	16.7	20.2	21.4	24.5
Eating places	15.5	24.5	34.3	30.7	37.2
Drinking places	5.9	-1.0	-5.9	3.4	2.8
General merchandise group	6.8	14.4	35.7	(D)	(D)
Department stores	8.7	15.9	45.4	(D)	(D)
Variety stores	18.5	14.6	11.2	32.2	35.1
General merchandise stores, n.e.c.	-44.0	-13.2	14.3	33.2	44.1
Apparel, accessories stores	-9.6	-5.7	3.1	6.6	17.4
Shoe stores	-8.9	-2.4	15.8	25.5	46.8
Men's, boys' clothing and furnishings stores[3]	-16.3	-5.7	37.1	4.5	20.2
Family clothing stores[3]	-12.3	-6.3	29.2	0.5	12.7
Women's clothing, specialty stores	-7.7	-6.3	-4.3	3.5	9.8
Ready-to-wear stores[3]	-14.2	-10.7	-5.4	-2.2	4.9
All other apparel stores	3.5	3.0	1.9	17.5	30.4
Furniture, home furnishings, appliance dealers	-17.3	2.4	21.4	27.2	41.3
Furniture stores	-14.4	-4.1	7.4	5.7	12.1
Other home furnishings stores[3]	-30.0	23.5	97.4	55.0	103.2
Household appliance, radio, TV stores	-6.9	8.0	17.0	44.5	53.7
Automotive group	-4.9	23.7	28.0	42.2	44.8
Passenger car dealers (franchised and nonfranchised)	-7.6	28.2	33.2	43.4	46.1
Tire, battery, accessory dealers	(D)	-10.2	(D)	32.7	34.0
Other automotive dealers	(D)	(D)	(D)	(D)	(D)
Gasoline service stations	4.5	41.7	49.5	76.5	81.0
Lumber, building materials, hardware, farm equip. dealers	48.7	-18.4	23.1	9.0	8.3
Hardware stores	32.7	- 5.8	-12.1	11.0	10.2
Other	69.5	-22.9	-26.6	8.3	7.7
Drug stores, proprietary stores	-9.3	4.3	12.2	29.7	37.0
Other retail stores[4]	1.0	6.4	12.4	(D)	(D)
Liquor stores	7.2	23.8	29.2	37.1	40.6
Jewelry stores	12.6	20.6	40.4	22.8	28.6
Book, stationery stores	9.8	-3.2	-21.1	8.4	91.0
Sporting goods, bicycle stores	96.8	(D)	(D)	72.5	66.8
Florists	-26.6	4.7	35.1	21.6	39.5
Music stores	-28.7	-33.2	115.6	-11.7	1.7
Camera, photographic supply stores	49.3	37.7	8.9	32.5	21.9
SELECTED SERVICE TRADES					
Hotels	-1.5	4.7	20.6	2.4	8.0
Motion picture theaters	21.2	4.5	-12.8	-2.3	-8.9

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Minus sign (-) denotes decrease.

[2] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[3] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[4] This group total includes kinds of business not included in any of the detail lines which follow.

Table 5. RETAIL STORES: 1954 AND 1948 - CENTRAL BUSINESS DISTRICT SALES AS PERCENT OF SAN FRANCISCO CITY AND OF SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA SALES

Kind of business	Percent of City sales in Central Business District		Percent of Standard Metropolitan Area Sales in Central Business District	
	1954	1948	1954	1948
Retail stores, total[1]	35.6	39.8	13.9	17.7
Food stores	8.6	9.9	2.9	3.7
Eating, drinking places	47.2	48.8	24.8	26.6
Eating places	48.2	52.0	26.4	29.9
Drinking places	44.4	41.6	20.8	20.3
General merchandise group	68.8	73.7	34.2	(D)
Department stores	72.7	78.2	41.7	(D)
Variety stores	47.8	46.2	16.0	17.8
General merchandise stores, n.e.c.	30.4	47.1	5.2	12.4
Apparel, accessories stores	66.5	69.4	33.8	39.9
Shoe stores	68.9	73.8	27.8	38.3
Men's, boys' clothing and furnishings stores[2]	71.2	80.2	34.4	43.0
Family clothing stores[2]	79.9	85.4	42.5	48.7
Women's clothing, specialty stores	58.5	59.4	32.0	35.9
Ready-to-wear stores[2]	57.8	60.2	32.6	37.2
All other apparel stores	73.0	72.7	42.0	47.7
Furniture, home furnishings, appliance dealers	39.7	49.2	15.6	24.0
Furniture stores[2]	47.1	52.8	19.5	24.1
Other home furnishings stores	32.9	58.0	16.4	36.2
Household appliance, radio, TV stores	32.3	37.5	9.8	15.2
Automotive group	10.0	13.0	3.5	5.3
Passenger car dealers (franchised and nonfranchised)	8.9	12.4	3.2	4.9
Tire, battery, accessory dealers	(D)	19.8	8.8	9.7
Other automotive dealers	(D)	(D)	(D)	(D)
Gasoline service stations	13.7	18.6	3.5	5.9
Lumber, building materials, hardware, farm equip. dealers	12.1	6.6	2.3	1.7
Hardware stores	20.1	14.3	4.5	3.7
Other	8.6	96.1	1.6	1.0
Drug stores, proprietary stores[3]	32.0	36.8	11.1	15.9
Other retail stores	50.1	52.8	21.3	(D)
Liquor stores	21.2	24.5	8.2	10.5
Jewelry stores	66.4	71.2	32.8	35.8
Book, stationery stores	65.8	58.0	36.5	36.0
Sporting goods, bicycle stores	(D)	53.9	21.8	19.1
Florists	34.6	49.3	16.3	27.0
Music stores	83.2	78.1	35.6	44.1
Camera, photographic supply stores	82.4	76.0	43.6	38.7

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Excludes nonstore retailers (mail order, direct selling, merchandise vending machine operators).

[2] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[3] This group total includes kinds of business not included in any of the detail lines which follow.

Table 6. RETAIL STORES: 1954 AND 1948—PERCENTAGE DISTRIBUTION OF SALES, BY KIND OF BUSINESS
CENTRAL BUSINESS DISTRICT OF SAN FRANCISCO, THE ENTIRE CITY, AND THE SAN FRANCISCO-OAKLAND STANDARD METROPOLITAN AREA
(Percentages are based on total retail store sales which exclude sales of nonstore retailers—mail order, direct selling, merchandise vending machine operators)

Kind of business	Central Business District		Entire City		Standard Metropolitan Area	
	1954	1948	1954	1948	1954	1948
Retail stores, total	100.0	100.0	100.0	100.0	100.0	100.0
Food stores	5.4	5.2	22.3	20.8	25.9	24.9
Eating, drinking places	19.2	17.2	14.5	14.0	10.8	11.4
Eating places	14.5	12.7	10.7	9.7	7.6	7.5
Drinking places	4.7	4.5	3.8	4.3	3.2	3.9
General merchandise group	28.0	26.4	14.5	14.3	11.4	(D)
Department stores	25.7	24.0	12.6	12.2	8.6	(D)
Variety stores	1.9	1.6	1.4	1.4	1.6	1.6
General merchandise stores, n.e.c.	0.4	0.8	0.5	0.7	1.2	1.1
Apparel, accessories stores	18.4	20.4	9.8	11.8	7.6	9.1
Shoe stores	2.6	2.8	1.3	1.6	1.3	1.3
Men's, boys' clothing and furnishings stores[1]	4.0	4.7	2.0	2.5	1.6	2.0
Family clothing stores[1]	2.7	3.1	1.2	1.5	0.9	1.1
Women's clothing, specialty stores	7.4	8.0	4.4	5.3	3.2	3.9
Ready-to-wear stores[1]	6.3	7.5	3.9	4.9	2.7	3.5
All other apparel stores	1.7	1.8	0.9	0.9	0.6	0.6
Furniture, home furnishings, appliance dealers	7.4	9.0	6.6	7.3	6.6	6.6
Furniture stores[1]	4.8	5.7	3.7	4.3	3.3	4.1
Other home furnishings stores	1.2	1.8	1.3	1.3	1.3	0.8
Household appliance, radio, TV stores	1.4	1.5	1.6	1.7	2.0	1.7
Automotive group	4.0	4.3	14.3	13.1	15.9	14.4
Passenger car dealers (franchised and nonfranchised)	3.4	3.6	13.3	11.7	14.7	13.2
Tire, battery, accessory dealers	(D)	(D)	0.8	1.1	0.9	0.9
Other automotive dealers	(D)	(D)	(D)	0.3	(D)	0.3
Gasoline service stations	1.5	1.5	4.0	3.1	6.0	4.4
Lumber, building materials, hardware, farm equipment dealers	0.7	0.5	2.1	2.9	4.3	5.1
Hardware stores	0.4	0.3	0.6	0.8	1.1	1.3
Other	0.3	0.2	1.5	2.1	3.2	3.8
Drug stores, proprietary stores	2.6	2.8	2.9	3.1	3.2	3.2
Other retail stores[2]	12.8	12.7	9.0	9.6	8.3	(D)
Liquor stores	1.4	1.3	2.3	2.1	2.3	2.2
Jewelry stores	2.8	2.5	1.5	1.4	1.2	1.2
Book, stationery stores	1.5	1.3	0.8	0.9	0.6	0.7
Sporting goods, bicycle stores	0.6	0.3	(D)	0.2	0.4	0.3
Florists	0.4	0.5	0.4	0.4	0.3	0.4
Music stores	0.8	1.2	0.3	0.6	0.3	0.5
Camera, photographic supply stores	0.9	0.6	0.4	0.3	0.3	0.3

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. ... Represents zero.

[1] Includes only "with payroll" establishments. Establishments "without payroll," if any, are included in the group totals.

[2] This group total includes kinds of business not included in any of the detail lines which follow.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

The 1954 Census of Business consists of three major trade segments—Retail Trade, Wholesale Trade, and Selected Service Trades. The final result of the 1954 Census are published in the form of separate bulletin series for each of these trade segments with a separate bulletin for public warehouses. The above bulletin series do not cover Puerto Rico, results for which are issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relates to the Central Business Districts of large metropolitan centers.

Announcements concerning the 1954 Census of Business publications may be requested from the Bureau of the Census, Washington 25, D. C.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for Retail Trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal forms of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retal Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Data on number of establishments, sales, and payroll will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they also include data for two service businesses—hotels and motion picture theaters.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statictics will be issued for each trade segment (Retail, Wholesale, and Selected Services).